



COMPETITION RULES

A. Jury

Following the judging criteria specified below, a jury will judge the WEConnect International Rise to the Challenge Awards. The jury will be made up of representatives of WEConnect International Member Buyers and Partners and one WEConnect International staff member.

B. Judging criteria

The jury will use the following Judging criteria to choose the winners:

Minimum Criteria

1. Market access story told in video application submitted is of high quality and shows how applicant used international trade to gain market access, e.g., importing inputs or exporting final products or services.
2. Video application responds to video application specifications (see details in LINK Submission Guidelines).
3. Applicant is a certified Women's Business Enterprise (WBE) or a registered Women-Owned Business with WEConnect International.
4. Business has a proven track record of success: demonstrates growth over three years (2018 to 2020) in revenues or number of employees (percentage growth of your business's number of employees over three years from 2018 to 2020).

Extra Points

Applications gain extra points if they meet the following criteria:

- Applicant's market access story involves a WEConnect International Member, and the applicant has requested written authorization from the Member Buyer to tell the story in the application. Please submit your request to the Member with your application and the response from the Member buyer if you have received one.
- Applicant business is a certified Women's Business Enterprise (WBE).
- Applicant business supplies products/services in one or more priority sectors listed below and/or that serve that sector:

STEM Sectors/Categories		
Agriculture	Engineering	Facilities Management

Information Technology	Manufacturing	Packaging
Supply Chain – Healthcare	Sustainable Business	Transportation/Logistics

C. Selection of Finalists and Acceptance Video

WEConnect International and sponsors select a subset of Applicants as Finalists. If your application is chosen as a Finalist, WEConnect International will inform you via the email address you included in the application.

Finalists will record an acceptance speech of no more than one minute and submit the video as directed and by the deadline communicated in the email from WEConnect International. Finalists who do not submit an acceptance video will be disqualified.

Finalists are presented to the Global Jury who chooses one Global Winner.

D. Selection of Winners

Sector Winners and the Global Winner will be announced at WEConnect International's International Day on June 21, 2022.

Only ticket holders to International Day will receive the exclusive, non-transferable link to view the Awards Ceremony. Buy your tickets to International Day [here](#).

E. Prize for Global Winner

The Global Winner is eligible to receive a USD 5,000 Cash Prize. WEConnect International will pay the Cash Prize to a dollar bank account in the name of the winning business entity. If the winning business entity does not have a dollar bank account, WEConnect International reserves the right to pay the Cash Prize in the form of in-kind products or services. The Winner of the Prize is responsible for any and all costs associated with payment and receipt of the Prize. WEConnect International does not bear responsibility for any costs associated with payment or receipt of the Prize. The Winner acknowledges that restrictions may prevent WEConnect International from distributing the Prize to an account controlled by the Winner in certain countries. In addition, there may be other restrictions that prevent payment of the Prize that WEConnect International is not currently aware of. Please see the complete Awards Terms & Conditions [here](#).